CONSUMER TIME

CHICKENS

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1. SOUND: CASH REGISTER RINGS TWICE...MONEY IN TILL

2. JOHN: It's CONSUMER TIME!

3. SOUND: CASH REGISTER...CLOSE DRAWER

4. ANNCR: During the next fifteen minutes, the National Broadcasting Company and its affiliated independent stations make their facilities available for the presentation of CONSUMER TIME, by the U. S. Department of Agriculture.
And here are Mrs. Freyman and Johnny.

5. SOUND: CHICKENS, ROOSTERS, ETC.

6. FREYMAN: Today, Johnny...our story is...

7. JOHN: Chickens! Chickens, Mrs. Freyman...fried, broiled, fricasse, frozen...anyway you like 'em.

8. FREYMAN: And the reason for telling the story right now, today, Johnny...

9. JOHN: Is that right now, today, chickens are plentiful, and they're a good economical buy. But there's really a lot more to it than that...

10. SOUND: CHICKENS FADING OUT

11. FREYMAN: Yes, we might even tell our listeners about the eggs, scientifically developed to have thicker whites...

12. JOHN: And the new eggs with tougher shells. Yes, we'll tell about them too...

13. FREYMAN: And I do want to mention, first, Johnny, before we go on with the story...that at the end of this program, Major General T. B. Larkin, Quartermaster General of the United States Army, has a very special message for all of us on food conservation!

14. JOHN: Yes he has.

15. FREYMAN: And now...

16. JOHN: Chickens!

17. FREYMAN: Let's go to a little poultry farm I know of...run by a war vet...who, most of the time he was on the beachheads in the Pacific...thought of nothing quite so much as he thought...

18. JOE: (IN MIKE) Boy oh boy, how I could go for a piece of fried chicken right now!

19. JOHN: And then again sometimes...when he was crouched down in a landing boat...or huddled in a foxhole...he'd say...

20. JOE: When I get out of this mess, I'm going to buy me a quiet little poultry farm...and raise me a few thousand quiet little chickens.

21. JOHN: Yes, it's funny about poultry, but it's true that one food service men longed for most overseas, was chicken!

22. FREYMAN: And of all the vets who want to be farmers, more of them want to be poultry farmers.

23. SOUND: CHICKENS IN LOUD WITH OTHER BARNYARD NOISES

24. JOE: (SHOUTING) All right, all right! Here's your corn, you noisy varmints! Stella, you bringing more feed?

25. STELLA: Here you are, Joe.

26. JOE: Aren't they pretty, though?

27. STELLA: You always were for Rhode Island Reds.

28. JOE: What's wrong with 'em?

29. STELLA: I like white leghorns.

30. JOE: (SHRUG) Well, everybody to his own taste.

31. STELLA: (LAUGHING) You mean everybody to <u>your</u> own taste!

32. JOE: Aw, now Stella you're just like me...chickens are chickens, and I like 'em all.

33. STELLA: Joe, sometimes you're just plain foolish about this farm.

34. JOE: Guess I am!

35. STELLA: Well, we've got to get busy and send some of these handsome fowls to market.

36. JOE: Say, you're right there.

37. STELLA: Did you see the paper this morning?

38. JOE: Hardly had time. Just saw the headlines.

39. STELLA: Well, they're really serious about this world food shortage.

40. JOE: Yep, it sounds bad all right. Now, Stella, there's another reason I'm glad we got this farm...

41. STELLA: You mean...because we can raise our own things to eat.

42. JOE: You bet.

43. STELLA: You're right, Joe.

44. JOE: What else'd it say in the paper?

45. STELLA: Well, it said where people had to keep on cutting down on bread.

46. JOE: We've been doing that all right. You and those little loaves you bake.

47. STELLA: And then it said where farmers were sending more chickens to market.

48. JOE: That's us...all right...soon's I get around to culling this flock.

49. STELLA: My you're getting professional-sounding, Joe. Talking about "culling the flock".

50. JOE: That just means picking out the poor layers and sending more to market.

51. STELLA: I know! Joe, why is it that we've got to sell extra chickens... right now...

52. JOE: Well, seems like the main idea is that we got to cut down on the grain we feed. With less chickens, we need less grain. And when we buy less grain for feed, more of it can be sent over to Europe.

53. SOUND: CAR SNEAKING IN BEHIND

54. STELLA: Oh, of course...

55. JOE: Besides...people are eating more chicken...to go easy on other kinds of meat that's not so plentiful. Who's that just driving in the gate?

56. STELLA: Looks like Mrs. O'Grady from here.

57. JOE: That Home Demonstration Agent friend of yours?

58. STELLA: Yes, I think so.

59. JOE: Going to tell you how to make a bed and set the table?

60. STELLA: Don't be silly, darling. She tells me loads of valuable things. I won't be a greenhorn at this business much longer.

61. SOUND: CAR IN LOUD...IDLES UNDER

62. O'GRADY: (OVER IDLING) Hello, you two...

63. JOE: Hi there!

64. STELLA: Hello, Mrs. O'Grady!

65. JOE: Come on and join us, Mrs. O'Grady. We're discussing the higher economic theories related to why we're getting rid of a lot of our chickens.

66. O'GRADY: Oh, is that so?

67. SOUND: UNDER ABOVE. CAR STOPS AND DOOR SLAMS

68. O'GRADY: I was just thinking about that on the way over here.

69. STELLA: You were?

70. O'GRADY: Yes...You know a housewife, my dear...is very wise to buy chickens while it's plentiful on the market! And a farm housewife is very wise to preserve poultry right now...by canning it or putting it in the deep freezer.

71. STELLA: I suppose I should be thinking about doing that.

72. JOE: We eat plenty of our chickens Mrs. O'Grady. We're going to have chicken for supper tonight, aren't we Stella?

73. STELLA: Yes...I was just trying to think how I was going to cook it.

74. O'GRADY: I'll help you with that, Stella. (SLIGHT PROJECTION) Well, you certainly have a fine flock there, Joe.

75. STELLA: He's very proud of them, Mrs. O'Grady. And fond of them too.

76. JOE: I sure am. I was just trying to think...what famous person it was who said "Man is the only animal that can remain on friendly terms with the victims he intends to eat until he eats them.

77. STELLA AND O'GRADY LAUGHING.

78. STELLA: Let's leave him to his Rhode Island Reds, Mrs. O'Grady. And we'll go inside...I want to hear your ideas on cooking chicken!

79. SOUND: FADING UNDER ABOVE

SLIGHT PAUSE;

80. O'GRADY; (FADING IN) Well...I don't think I have anything sensationally new to tell you, Stella!

81. STELLA; Most of it's new to me, Mrs. O'Grady.

82. O'GRADY; What have you got here...a broiler or a fryer...or...

83. STELLA: Confidentially...Mrs. O'Grady...this is a terrible admission, but I just never have quite learned how to tell the difference.

84. O'GRADY: But that's easy. A broiler is a young chicken, from 8 to 12 weeks old. And it weighs less than 2½ pounds.

85. STELLA: A little one.

86. O'GRADY: Yes, and it cooks tender by broiling.

87. STELLA: I thought that fryers were the littlest...

88. O'GRADY: No...fryers are 12 to 20 weeks old...and they don't weigh more than $3\frac{1}{2}$ pounds.

89. STELLA: And roasting chickens are the big ones.

90. O'GRADY: They're five to nine months old...and weigh more than $3\frac{1}{2}$ pounds. They'll cook tender by roasting. Actually, Stella... there are just two rules in modern poultry cooking.

91. STELLA: What are they?

92. O'GRADY: The first one is...to cook it at a moderate heat, so the meat will be juicy, tender, and evenly done to the bone. That rule holds for birds of all ages and kinds, from the spring chicken to the old hen.

93. STELLA: Use a moderate heat...

94. O'GRADY: And rule number two is...vary your method of cooking according to the age and the fatness of the bird.

95. STELLA: How do you mean?

96. O'GRADY: Well, for young, tender, and fat birds, broiling, frying, and open-pan roasting are best.

97. STELLA: I see...

98. O'GRADY: And for young birds that are lean, and for full-grown poultry that are past their prime for roasting, but not yet in the stewing class...if you braise them in a covered roaster or a casserole, they'll be tender and savory.

99. STELLA: And I know that very old chickens need to be cooked a long time to make them tender.

100. O'GRADY: Yes, long and slowly, in steam or water...

101. STELLA: Well, I guess the chicken I have...is too old for roasting... I suppose it should be braised.

102. O'GRADY: You can put it in the covered roaster for that.

103. STELLA: And I'll make corn bread stuffing. That's another way to substitute for bread on the table.

104. O'GRADY: Well, you want to be sure, Stella, that the stuffing you make doesn't take too much fat. Cornbread stuffing takes a lot... 6 tablespoons, I think...and we're asked to use fats very sparingly.

105. STELLA: That's right, we are...

106. O'GRADY: I think a good idea for cooking this chicken...is to braise it in a casserole, with chopped vegetables. With carrots and celery and onion and green pepper.

107. STELLA: It sounds good, Mrs. O'Grady.

108. O'GRADY: Oh, there are lots of delicious ways to prepare chicken, Stella. So many ways...that you'll never get tired of eating it...if you use your ingenuity!

109. STELLA: I guess not.

110. O'GRADY: You know what you should have, now?

111. STELLA: What?

112. O'GRADY: The bulletin on Poultry Cooking...put out by the Agriculture Department.

113. STELLA: I'll send for it.

114. O'GRADY: It's pretty complete...tells many, many ways to cook poultry ...and how to make stuffings...and lots of combination dishes.

115. STELLA: (KNOWINGLY) I imagine...that Mrs. Freyman and Johnny will tell us how to get that book at the end of this program!

116. O'GRADY: (LAUGH) I'm sure they will. (FADING) Stella, I'm quite sure they will...

BREATH PAUSE:

117. JOHN: Yes, it's simply a matter of writing to CONSUMER TIME, Washington 25, D. C. for your free copy of poultry cooking, isn't it ...Mrs. Freyman?

118. FREYMAN: Yes it is, Johnny! And we're not quite through with our story yet.

119. JOHN: What's next?

120. FREYMAN: Well, I think that we ought to mention...that turkeys are plentiful too, right now, and a very good buy.

121. JOHN: You know, I always think of turkeys as a sort of winter holiday dish. I'd never think of having turkey on Easter for instance.

122. FREYMAN: That's a funny notion we have, Johnny. Because turkey is good all year round. We just have to stop thinking of it as a Thanksgiving and Christmas treat.

123. JOHN: But gosh, turkeys are so big. It sort of means a huge family party.

124. FREYMAN: Not any more. You see, Johnny...the fasion now is turkey cut-ups. Turkey steaks.

125. JOHN: Oh is that so?

126. FREYMAN: Sure! You see, farmers grew big turkeys for the armed forces, and then the armed forces won the war, and didn't need the big birds. Now there are a lot of big turkeys on the market, and they're being sold cut up as turkey breasts and legs, and other pieces.

127. JOHN: So that's it?

128. FREYMAN: Yes. And if you serve a stuffed turkey leg and thigh, it amounts to almost as much as eating a small leg of lamb. You can make a small roast out of the meat off of turkey legs and wings.

129. JOHN: Then it looks as though it's smart to buy these turkey cut-ups.

130. FREYMAN: Indeed it is.

131. JOHN: Now there was another thing, Mrs. Freyman...that we promised to tell our CONSUMER TIME listeners.

132. FREYMAN: You mean about the new discoveries by scientists. About eggs?

133. JOHN: Yes...you know you prefer eggs that have thick whites, Mrs. Freyman, because they stand up well...and they're better for poaching and frying. Well for about six years, Agriculture Department scientists have been working on breeding chickens that lay eggs with thicker whites.

134. FREYMAN: And they've discovered it can be done?

135. JOHN: Yes, indeed. And you can look forward to find these better quality eggs on the market.

136. FREYMAN: What about the tougher shells, Johnny?

137. JOHN: The scientists have been working on that too. And they've developed chickens that lay eggs with shells that don't break near as easily as most.

138. FREYMAN: Well, good for them!

139. JOHN: And now, Mrs. Freyman...to sum up our story...chickens... turkeys...poultry of all kinds...are plentiful right now. It's smart to buy poultry when it's abundant...and to conserve foods which aren't in quite as plentiful supply!

140. FREYMAN: There are many delicious ways of preparing poultry...

141. JOHN: And you can find out about that in the recipe book entitled Poultry Cooking...

142. FREYMAN: Which is yours free. Just write to CONSUMER TIME, Washington 25, D. C.

143. JOHN: And now...as we said earlier in the program, we have a very distinguished guest with us today, who represents this country' largest consumer of food...the U. S. Armed Forces... He's Major General T. B. Larkin, Quartermaster General of the U.S. Army.

144. FREYMAN: General Larkin...I didn't realize that the Army is still the Nation's largest consumer of food...

145. LARKIN: Yes, it is, Mrs. Freyman. And that's more or less the point of my story right now. The Quartermaster Corps is the biggest "housekeeper" in the world. And we are very much concerned indeed with the President's new program to conserve food.

146. FREYMAN: Well, I should think you are.

147. LARKIN: I believe that American housewives should be assured of two things: The Government isn't asking you to conserve food while it doesn't conserve food. Nor is the Government asking you to prevent waste, while it doesn't prevent waste.

148. FREYMAN: I think that's a very good point, General Larkin.

149. LARKIN: And as an example of that...the Army is tightening its belt... right now...so as to avoid using foods that will cause civilian shortages.

150. FREYMAN: Just how is the Army conserving foods that are short right now?

151. LARKIN: For one thing, Quartermasters are being more strict than ever about saving fats. Less fat will be issued; and what is issued will be used over and over until all its cooking value has been consumed.

152. JOHN: The armed forces have done a wonderful job of saving fat all during the war...

153. LARKIN: Well, it's just as important now as ever. Actually, the difference between disorder and peace in many parts of the world right now, may well depend on how carefully we watch our use of fats and oils.

154. FREYMAN: And what else are the Quartermasters cutting down on, General Larkin?

155. LARKIN: The Army is a great consumer of flour. Young, vigorous, hard-working soldiers eat great quantities of bread. But we have found that without tightening up measurably the soldier's bread ration...we can save almost twenty percent of the amount of flour used by the Army. The difference is that there just won't be any left-over bread on the mess table.

156. FREYMAN: And that's a very good lesson for all of us.

157. LARKIN: Then we're saving sugar. The Quartermaster Corps, after a good deal of research, has found that certain foods can be prepared without sugar.

158. FREYMAN: What's an example?

159. LARKIN: Take prunes, for instance. Hereafter, instead of adding sugar to stewed prunes, Army cooks are relying on the natural sugar-richness of sun dried prunes. Do you think that's a small item? Judge for yourself. For troops in the United States alone it will save 56 thousand pounds of sugar each month, and the money saving will amount to $3,360 a month.

160. FREYMAN: Well that sounds wonderful, General Larkin. What about gardens to grow more fresh vegetables? Is there a Victory Garden program in the army?

161. LARKIN: Indeed there is. Commanders of camps in this country have been ordered to encourage what we're calling "tighten the belt" gardens. And gardens similar to ours at home, will be planted overseas. The men love those fresh vegetables...and of course they like to get out and work in the gardens.

162. JOHN: And who doesn't? And in what other ways is the Quartermaster Corps going about conserving food right now, General Larkin?

163. LARKIN: Well...the housewife says she "counts noses" before she prepares a meal. That's exactly what the Army is doing. At every meal, a responsible officer counts the number of soldiers served. On that basis the Army cooks will determine the amount of food which will be prepared next day. In other words...there'll be greater care in the amounts of food prepared. Altogether we estimate that we'll save millions of pounds of food...by our intensive food conservation program.

164. JOHN: But of course, the Quartermaster Corps always did watch food waste carefully, didn't it, General?

165. LARKIN: Yes we did. Last year, we were serving almost 25 million meals every 24 hours. Just one ounce of food wasted at each one of these meals would have amounted to many thousands of pounds. But it wasn't wasted. We saw to that.

166. FREYMAN: And now...the QMC is tightening down even more. Well...it certainly is good to know...how the Nation's largest housekeeper is going about saving food. And that's just another example...for homemakers all over the country.

167. LARKIN: The dollars we'll save...and the food we'll save, Mrs. Freyman are important considerations, of course. But probably the most important is something that can't be counted in pounds or dollars ...the lives of those in war-torn lands, who would perish, were it not for the abundance of America.

168. FREYMAN: Well, thank you very much, Major General T. B. Larkin, Quartermaster General of the United States Army...for your very interesting and enlightening story of how the armed forces are conserving food.

169. JOHN: And I think there's a lesson in that for all of us.

170. FREYMAN: Now Johnny...our CONSUMER TIME is up! Just a word about next week...

171. JOHN: Next week we're going to tell the romantic story of seeds...

172. FREYMAN: And a word about that poultry cooking booklet...Holly Wright?

173. WIRHGT: Friends, remember, a free copy of the Department of Agriculture illustrated publication entitled "Poultry Cooking" is yours when you write to CONSUMER TIME, Washington 25, D. C. It contains recipes for cooking poultry of all kinds...recipes for stuffings; sauces, and for combination dishes. Write for "Poultry Cooking", CONSUMER TIME, Washington 25, D. C. Be sure to include your name, address, and the name of the station to which you're listening.

174. JOHN: Be with us again next week...for another edition of...

175. SOUND: CASH REGISTER...

176. ANNCR: CONSUMER TIME!

177. SOUND: CASH REGISTER...CLOSE DRAWER.

178. ANNCR: CONSUMER TIME, written by Christine Kempton, is presented by the U. S. Department of Agriculture, through the facilities of the National Broadcasting Company and its affiliated independent stations. It comes to you from Washington, D. C.

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